

## In the Claims

This listing of claims will replace all prior versions and listings of claims in the application:

1 1. (Currently Amended) A system for user recognition and  
2 customized content provisioning, the system comprising:

3 a ~~data acquisition~~ remote control device ~~for acquiring data~~  
4 ~~related to a user without active user input or participation~~ having  
5 a plurality of control keys, the remote control device including a  
6 fingerprint sensor ~~located therein~~ embedded in one of said control  
7 keys, whereby activation of said one of said control keys reads  
8 fingerprint data of a user's finger; and

9 an apparatus capable of presenting customized content to the  
10 user controllable by activation of said plurality of control keys,  
11 the customized content selected dependent upon said fingerprint  
12 ~~being related to the acquired data related to~~ of the user's  
13 finger.

2 to 9. (Canceled)

1 10. (Currently Amended) An apparatus for content provisioning  
2 comprising:

3 means for acquiring data related to a user without active user  
4 input or participation, the means for acquiring data including ~~a~~  
5 ~~sensor located therein~~ a remote control device having a plurality  
6 of control keys and a fingerprint sensor embedded in one of the  
7 control keys, whereby activation of said one of said control keys  
8 reads fingerprint data of a user's finger; and

9 means for presenting customized content to ~~a~~ the user  
10 controllable by activation of said plurality of control keys, said  
11 customized content selected in response to ~~parameters associated~~  
12 ~~with recognition of the user~~ said fingerprint data of the user's  
13 finger.

11. (Canceled)

1 12. (Currently Amended) A television system comprising:

2 ~~a sensor capable of acquiring data related to a user without~~  
3 ~~active user input or participation;~~

4 a remote control device having a plurality of control keys,  
5 the remote control device including a fingerprint sensor embedded  
6 in one of said control keys, whereby activation of said one of said  
7 control keys reads fingerprint data of a user's finger;

8 a processor communicatively coupled to the ~~sensor~~ remote  
9 control device, the determining characteristics of the user based  
10 upon the ~~acquired~~ fingerprint data; and

11 a display providing content to be viewed by the user, the  
12 content being customized for the user based upon the  
13 characteristics determined by the processor.

13 to 28. (Canceled)

1 29. (Previously Presented) A remote control device comprising:

2 a housing;

3 electronic circuitry disposed within the housing;

4 a signal transmitter disposed within the housing;

5 a plurality of control keys disposed on an outer surface of  
6 the housing, at least some of the control keys operable by hand;  
7 and

8 a fingerprint sensor embedded in one of the control keys.

30 to 32. (Canceled)

1 33. (Currently Amended) The device of claim ~~28~~ 29 wherein:

2 the control keys include at least some control keys disposed  
3 in a thumb actuated cross configuration; and

4       the fingerprint sensor is integrated within a middle portion  
5 of the thumb operated cross configuration.

1 34. (Currently Amended) The device of claim ~~30~~ 29 wherein:  
2       the control keys include an activation key operable to  
3 activate the remote control device; and  
4       the fingerprint sensor is embedded in the activation key.

35 to 44. (Canceled)

1 45. (New) The system of claim 1 wherein:  
2       said remote control device wherein  
3       said control keys include at least some control keys  
4 disposed in a thumb actuated cross configuration, and  
5       said fingerprint sensor is integrated within a middle  
6 portion of the thumb operated cross configuration.

1 46. (New) The system of claim 1 wherein:  
2       said remote control device wherein  
3       said control keys include an activation key operable to  
4 activate the remote control device, and  
5       said fingerprint sensor is embedded in the activation  
6 key.

1 47. (New) The system of claim 1 wherein:  
2       said remote control device deactivates if no control key is  
3 activated for a predetermined period of time.

1 48. (New) The apparatus of claim 10 wherein:  
2       said remote control device wherein  
3       said control keys include at least some control keys  
4 disposed in a thumb actuated cross configuration, and

5           said fingerprint sensor is integrated within a middle  
6       portion of the thumb operated cross configuration.

1   49.   (New) The apparatus of claim 10 wherein:

2       said remote control device wherein

3           said control keys include an activation key operable to  
4       activate the remote control device, and

5           said fingerprint sensor is embedded in the activation  
6       key.

1   50.   (New) The apparatus of claim 10 wherein:

2       said remote control device deactivates if no control key is  
3       activated for a predetermined period of time.

1   51.   (New) The television system of claim 12 wherein:

2       said remote control device wherein

3           said control keys include at least some control keys  
4       disposed in a thumb actuated cross configuration, and

5           said fingerprint sensor is integrated within a middle  
6       portion of the thumb operated cross configuration.

1   52.   (New) The television system of claim 12 wherein:

2       said remote control device wherein

3           said control keys include an activation key operable to  
4       activate the remote control device, and

5           said fingerprint sensor is embedded in the activation  
6       key.

1   53.   (New) The television system of claim 12 wherein:

2       said remote control device deactivates if no control key is  
3       activated for a predetermined period of time.

1 54. (New) The device of claim 34 wherein:  
2 said remote control device deactivates if no control key is  
3 activated for a predetermined period of time.